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SUBJECT: Indonesia Ideal for Global Entrepreneurship Program

¶1. (SBU) Post recommends that Indonesia be prioritized as the next country selected to participate in the Department's Global Entrepreneurship pilot program. We have a real opportunity to partner with Indonesia on entrepreneurship. Indonesia is enthusiastic to cooperate; government officials and business leaders have already expressed interest in hosting a follow-on event to President Obama's Entrepreneurship Summit in Washington. Entrepreneurship builds on our common interests in promoting economic freedom and civil society, and advances relations with the world's largest Muslim majority country. Indonesia's selection could also be highlighted as a possible theme during President Obama's planned visit to Indonesia later this year.

¶2. (SBU) Post has been in contact with the Department's Office of Commercial and Business Affairs (CBA) to encourage Indonesia's inclusion in the Global Entrepreneurship program. We have also encouraged the New York-based non-profit Endeavor, which specializes in entrepreneurship promotion, to consider Indonesia for its first program in Asia. Staff from Endeavor will arrive next week to begin its program assessment of Indonesia. (Endeavor and CBA are already partners in Egypt.) Cooperation in entrepreneurship provides a positive framework to address economic and investment climate reform issues and highlights our links to fast-growing Asian markets critical for U.S. growth. Increased investment in entrepreneurship in Indonesia holds potential for significant gains.

¶3. (SBU) Outreach to Muslim countries often focuses on a narrow definition of "civil society" that excludes the business class. The President's Cairo initiative rightly highlights entrepreneurship as a priority area. Entrepreneurs and business leaders wield significant influence in shaping Indonesia's political and economic future. Enhancing our engagement with these stakeholders through entrepreneurship promotion is an effective means to strengthen our partnership with the world's third-largest democracy.

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